

## ABSTRACT

A system and method are disclosed that relate to interactively providing assistance and help to on-line clients by means of data, voice, and video communication. The scheme can facilitate real-time and on-line communication between a client and an agent. A designated helping agent can access any permitted source on the network and can provide on-line help to a client in real time. The proposed method once set up, requires a single click of the mouse, or a single step of instruction by any means from a client to acquire on-line help through the use of multimedia interactive communication. The scheme also describes a flexible methodology that can be used by an agent to build personalized customer profiles. The information saved in multiple profiles can be aggregated by the automated system to be used in future help sessions. The resulting user profile enhances the quality of service through live help or by automated systems to automatically deliver the related information by any means of data, voice, and video communication to a client.